



## 2015 NEDC Breathe Easy Leadership Nomination Application Nomination for Milea Truck Sales

***Milea Truck Sales, an early adopter of green vehicle technologies, is putting their own capital to introduce newer, cleaner and more efficient truck solutions for hundreds of businesses in the Hunts Point and New York City markets.***

### **Company Background – Providing a Pathway for Clean and Alternative Fuel Vehicles for Goods Movement**

One of New York's premier truck dealerships, Milea Truck Sales, is a family owned business with over 30 years of experience serving customers throughout the five boroughs of New York City. With their flagship office located just outside the Hunts Point Food Market, Milea Truck Sales is perfectly situated to engage heavy-duty truck fleets responsible for moving the City's goods to consider cleaner alternatives that save on fuel costs and reduce emissions. Led by owner Barry Milea and his knowledgeable sales team, Milea Truck Sales is committed to protecting the environment and believe high-efficient and alternative fuel vehicles are important to reducing the impact of diesel emissions and promoting clean air. Milea Truck Sales has partnered with elected officials, joined the Boards of influential local environmental justice groups, and has taken an active role to support education and outreach campaigns organized by the Hunts Point Clean Trucks Program and the New York Truck – Voucher Incentive Program.

#### **Project Location:**

885 E. 149<sup>th</sup> St  
Bronx, New York 10455

#### **Timeline:**

2013 – 2015

#### **Costs:**

Est. \$7,422,179.20



***Hino Hybrid-Electric Truck***

### **Actions to Reduce Diesel Emissions – Investing in the Clean Vehicles**

Dealerships are key to the commercialization of advanced vehicle technologies and are often not given the credit or recognition deserved for paving the way for clean transportation. Putting the company's own skin in the game to advance clean vehicles, Milea Truck Sales was one of the first dealerships in New York City and the U.S. to introduce Smith Electric's Newton All-Electric Truck and currently have approximately 40 E- trucks leased and in customer service. As the local Hino, Isuzu, and Volvo dealer, Milea was also one of the first to introduce the Class 5 Hino Hybrid-Electric Diesel, Class 4 – 6 Isuzu NPR Compressed Natural Gas (CNG) and Class 7 – 8 Volvo CNG trucks into fleet service in New York City.

Working with New York City's high visibility fleets such as Fresh Direct, Manhattan Beer and Baldor Foods, Milea Truck Sales has consistently shown a willingness to be innovative and work with the alternative fuels industry, local fleets, and environmental stakeholders to advance the 'learning curve' and introduction of new technology for the delivery and goods movement industries. Milea has been at the forefront of research on new refrigeration technologies that reduce diesel emissions and fuel use for TRUs and have partnered with Oooja and Zanotti on all-electric refrigeration technology. Exploring fuel cell technology, Milea has reached out to NASA on technical assistance for long-lasting battery supply for electric vehicles. Where manufacturers have met barriers with all-electric technology, Milea has carried out the research and development to deliver a solution for all-electric refrigeration and advanced powertrain technology.

### **Business Case – Supporting New York’s Incentive Programs for Clean Trucks**

To help New York City fleets transition into cleaner, more-efficient medium- to heavy-duty vehicles, Milea Truck Sales has served as an approved vendor and dealer for both the Hunts Point Clean Trucks Program and the New York Truck – Voucher Incentive Program. Responsible for putting **more than 240 clean trucks** on New York City streets, Milea has helped **close to 200 fleets** secure **\$7,422,179.20** in incentives for the purchase of clean diesel, hybrid-electric and CNG trucks for both programs combined.

Milea Truck Sales has partnered closely with the New York City Department of Transportation (NYCDOT), New York State Energy Research and Development Authority (NYSERDA) and CALSTART on important outreach to fleet customers on both the environmental and business benefits of clean trucks. By offering incentives to help cover the incremental cost of clean diesel and alternative fuel vehicles, Milea has helped fleet customers see the business case for buying new trucks that also save costs over the life of the vehicle and promote company sustainability. This affordability of new, efficient vehicles for fleets minimizes vehicle downtime, improves business operations, and may open up economic opportunities to expand business development. To ensure the long-term operational benefits, Milea’s service team is committed to overseeing the ongoing maintenance and health of these vehicles, making the experience of transitioning into a clean truck as seamless as possible to the end-user.

<b>Milea Truck Sales Advancing Clean Trucks with New York Incentives</b>					
<b>Hunts Point Clean Trucks Program</b>			<b>New York Truck - Voucher Incentive Program</b>		
<b>Vehicle Type</b>	<b># of Trucks</b>	<b>Incentive Amount</b>	<b>Vehicle Type</b>	<b># of Trucks</b>	<b>Incentive Amount</b>
Hybrid-Electric	49	\$ 1,960,000.00	Hybrid-Electric	43	\$ 604,800.00
Clean Diesel	119	\$ 3,192,000.00	CNG	29	\$ 1,665,379.20
<b>Total</b>	<b>168</b>	<b>\$ 5,152,000.00</b>	<b>Total</b>	<b>72</b>	<b>\$ 2,270,179.20</b>

*\* Both programs combined, Milea has sold 221 vehicles since 2013 with a difference of 19 for 2011/2012.*

*Clean Truck Engine Model Years 2011 and Newer.*

### **Role Model & Partnerships – Encouraging NYC Fleets to Go Green**

Milea Truck Sales long-lasting relationships with New York City’s top fleets have been key to the success of those fleets as they work to embrace new technologies. Moreover, smaller fleet operations are looking to those fleets as bellwethers, meaning by virtue of their size and number of assets, they can test new technologies with minimum risk. Once these technologies are proven and word spreads in industry circles, smaller fleets feel more empowered to ‘take the leap’ with new clean trucks because of the experiences of these marquee fleets. The support of Milea and the dedication of the fleet managers from these top tier companies have demonstrated leadership and generosity in helping smaller companies navigate the transition to cleaner vehicles and fuels.

### **Air Quality Improvement – Contributing to Significant Emission Reductions**

Applicants that receive incentives through the Hunts Point Clean Trucks Program and the New York Truck – Voucher Incentive Program, are responsible to committing their vehicle operations to New York City’s five boroughs in order to improve air quality and reduce impact on local communities.

<b>Clean Truck Estimated Emission Reductions</b>				
<b>NOx</b>	<b>PM2.5</b>	<b>HC</b>	<b>CO</b>	<b>CO2</b>
681	13	71	426	2,043

*\* Only an estimate applying typical annual in-use data across all 221 vehicles (funded b/w 2013 - 2015).*



*Milea’s Steve Dorn with Manhattan Beer’s Juan Corcino in front of Volvo CNG Truck.*